

Message Text

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PAGE 01 SEOUL 03086 170244 Z

72

ACTION EB-05

INFO OCT-01 EA-04 ADP-00 RSR-01 RSC-01 /012 W

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R 160807 Z MAY 73

FM AMEMBASSY SEOUL

TO AMEMBASSY TOKYO

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USDOC

DEPARTMENT FOR EB/ CBA/ BP

E. O. 11652: N/ A DECONTROL ON RECEIPT

TAGS: BEXP, EIND, KS

SUBJECT: EXPORT OPPORTUNITY -- BOOK BINDING EQUIPMENT

REF: A. SEOUL A-147 (NOTAL)

B. SEOUL 2867 (NOTAL)

C. SEOUL 2926 (NOTAL)

D. SEOUL 3028 (NOTAL)

1. REFERENCES A, B AND C CONCERN BOOK PIRACY AND REPRINTING IN KOREA. IN PREPARING THESE REPORTS COMATT VISITED THREE LARGEST PRINTING COMPANIES IN KOREA AND DISCOVERED INTEREST BY TWO OF THE THREE IN ADDITIONAL EQUIPMENT, SPECIFICALLY BOOK BINDING EQUIPMENT. BOTH WERE PARTICULARLY INTERESTED IN SMYTH OF BLOOMFIELD, CONNECTICUT. REF D REPORTED ON ONE TRADE OPPORTUNITY RELATING TO PYUNG HWA DANG PRINTING COMPANY.

2. KWANGMYONG PRINTING COMPANY WHICH IS LARGEST PRINTER IN KOREA IS PLANNING TO DO A STUDY OF THE SMYTH BOOK BINDING LINE INSTALLED AT TOPPAN PRINTING CO. AT 5, 1- CHOME, DAITO, DAITO- KU, TOKYO, JAPAN. TOPPAN IS IN A JOINT VENTURE WITH KWANGMYONG IN A SEPARATE PRINTING PLANT UTILIZING ROTAGRAVURE PRESSES. HWANG TONG KYU, MANAGING DIRECTOR OF KWANGMYONG,
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PAGE 02 SEOUL 03086 170244 Z

LEFT SEOUL YESTERDAY AND WILL BE IN JAPAN AT TOPPAN' S PLANT
FOR NEXT TWO WEEKS.

3. FOR TOKYO. WE SUGGEST THAT EMBASSY TOKYO ALERT
LOCAL AGENTS OF SMYTH, MCLAIN, CROWLEY AND OTHER BOOK
BKINDIN MAKERS TO PRESENCE OF HWANG AT TOPPAN. KWANGMYONG' S
PLANS REPRESENT \$500,000 EXPORT OPPORTUNITY.

4. FOR DEPARTMENT AND COMMERCE. PYUNG HWA DANG NEEDS
BOOK BINDING EQUIPMENT SINCE IT HAS SECURED CONTRACT FROM PAUL
HAMLYN OF AUSTRALIA TO REPRINT ITS COOKERY SERIES WHICH HAD BEEN
PRINTED IN HONG KONG UNTIL RECENTLY. PYUNG HWA IS DOING TYPE-
CASTING FOR JAPANESE PUBLISHERS, WHILE KWANGMYONG IS DOING
TYPECASTING FOR BOTH JAPANESE AND AMERICAN PUBLISHERS,
LATTER INCLUDING UNIVERSITY PRESSES. THESE TWO TRADE OPPOR-
TUNITIES INDICATE THAT LOCAL PRINTING INDUSTRY WILL ACQUIRE
GREATER CAPABILITY TO PRODUCE BETTER PRODUCT IN NEAR FUTURE.
FURTHER REPORTING RELATING TO BOOK PIRACY TO FOLLOW.
HABIB

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

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